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Media Advisory

Office of Economic Development

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Pop-Up Retailers Revive Former San José Rep Theater

Downtown shoppers have a one-stop shop in time for the holidays

SAN JOSE, Calif. — From therethere to SJ Made, nine pop-up retail stores in Downtown San José will spring to life in the Hammer Theater Center (former San Jose Repertory Theatre) and around Downtown this holiday season and stay open through January. The pop-up, or temporary, retail spaces will sell a variety of merchandise and arrive in time for holiday shopping—when more than half-a-million people visit the City Center.

This Friday, Nov. 7, the San Jose Pop-Up Project celebrates the opening of these pop-up retailers during a ribbon cutting ceremony in front of the Hammer Repertory Theater.

When: Friday, Nov. 7, 2014
Ribbon Cutting, 5:00 p.m. to 5:30 p.m.

Where: Hammer Theater Center (former San Jose Repertory Theater)
Second Street and the Paseo de San Antonio, Downtown San José

Speakers: Sam Liccardo, District 3 Councilmember, City of San José
Chuck Hammer, SJDA PBID Board President and Owner of Pizza My Heart
Kim Walesh, Director of Economic Development and Deputy Director, City of San José

“We want to catalyze the next wave of retail in Downtown and pop-ups add excitement and variety over the holiday season,” said Lee Wilcox, San José’s Office of Economic Development Downtown Manager. “San José’s Pop-Up Project is a part of Downtown’s evolution—where arts, innovation and entrepreneurial spirit thrive.”

List of Pop-Up Retail Stores Downtown

- therethere x SJ - 15 N. Second St., therethere.com (civic pride apparel)
- Underground - 95 S. Market Street, undergroundsj.com (fashion boutique)
- San Jose Bike Clinic and Cowgirl Bike Courier - Camera Cinemas lobby, sjbikeclinic.org and cowgirlbikecourier.com (bike repair and parts)
- The Usuals – Hammer Theater Center, shoptheusuals.com (fashion boutique)
- SJ MADE Playspace – Hammer Theater Center, sanjosemade.com (fashion boutique)

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- Empire Seven Studios – Hammer Theater Center, empiresevenstudios.com (art displays)
- San Jose Earthquakes – Hammer Theater Center, sjeearthquakes.com (fan apparel)
- The DH Co. – shipping container on plaza outside Hammer Theater Center, thedhco.com (local manufactured t-shirts)
- First Article – shipping container on plaza outside Hammer Theater Center, firstarticlegoods.com (clothing boutique)

To view a map of pop-up retail in Downtown San José, visit

www.sanjoseca.gov/DocumentCenter/View/37065.

About San Jose Pop-Up Project

The San Jose Pop-Up Project, developed by San Jose's Office of Economic Development (OED) and the San Jose Downtown Association (SJDA), is an initiative for retailers to create a unique customer experience, generating a feeling of relevance and interactivity on a short-term basis. The project seeks to add excitement to Downtown's culture by offering many types of merchandise—most locally made. Pop-up programs have started retail districts in cities like Oakland, Los Angeles and New York.

About San José Office of Economic Development

The San José Office of Economic Development is committed to a vital, competitive local economy that increases prosperity for people and companies. OED guides economic strategy, provides assistance for business success, connects employers with trained workers, and provides arts and cultural resources to our community. For more information, visit www.sjeconomy.com and follow us on Twitter: @sjeconomy, #sjplace.

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